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U. S. Department of Agriculture
Extension Service

FARM AND HOME VISITS

Summary of points brought out in the discussion of this extension teaching means or agency by the classes in Extension Methods.

Advantages

1. Gives agent first-hand information regarding farmers' problems and activities.
2. Develops good will
3. Establishes confidence in agent.
4. Contributes to selection of better leaders and cooperators.
5. Stimulates interest and increases effectiveness of other means and agencies.
6. Furnishes material for news service.
7. High ratio of take to exposure.

Limitations

1. Heavy consumer of agent's time which limits influence.
2. Limited contact compared with certain other means and agencies.
3. It is not always possible to make the visit at an opportune time of day.
4. Neighbors not visited may be disappointed and accuse agent of favoritism.
5. Tendency to visit some homes and farms repeatedly.
6. Cost about average.

Suggestions for Improvement

1. Have a definite purpose for the visit.
2. Scatter visits to more and different farms, including all income groups, families with children, and all parts of the county.
3. Be considerate of time of the farmer and his family.
4. Use visit to reinforce other means and agencies.
5. Use visit to reach those who are difficult to reach with other methods.
6. Arrange a schedule of visits to save time and expense.
7. Leave clear impression of the object of your visit.
8. If visit is a service to the family it should also be made educational.



